



# Cider/Perry in Mexico

June 2025

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Cider/perry loses further ground in competitive battleground

Valle Redondo remains the leading player in cider/perry

Retailers limit promotional offers to a few months each year

### PROSPECTS AND OPPORTUNITIES

Cider sales are not expected to recover

Expanding wine culture will dampen cider's future prospects

Limited growth in cider category will restrict innovation

### CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2019-2024

Table 2 - Sales of Cider/Perry: Total Value 2019-2024

Table 3 - Sales of Cider/Perry: % Total Volume Growth 2019-2024

Table 4 - Sales of Cider/Perry: % Total Value Growth 2019-2024

Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024

Table 12 - Forecast Sales of Cider/Perry: Total Volume 2024-2029

Table 13 - Forecast Sales of Cider/Perry: Total Value 2024-2029

Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029

Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

## Alcoholic Drinks in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

### TAXATION AND DUTY LEVIES

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 24 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 25 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 26 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 27 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cider-perry-in-mexico/report](http://www.euromonitor.com/cider-perry-in-mexico/report).